

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Previously Presented) A system for providing personalized content to a user, comprising:

a data warehouse that stores user data corresponding to a user;  
an ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes;  
an inferencing engine that generates consequences based on information in said data warehouse, wherein said user data is tagged in accordance with the collection of nodes of said ontology.

2. (Original) The system of claim 1, wherein the data warehouse contains healthcare data.

3. (Original) The system of claim 1, wherein the data warehouse contains human resource data.

4. (Original) The system of claim 1, wherein the data warehouse contains financial data.

5. (Previously Presented) The system of claim 1, further comprising:  
a content store,  
wherein content information from said content store is tagged in accordance with the collection of nodes of said ontology.

6. (Original) The system of claim 1, wherein said inferencing engine generates and outputs a personal interest graph (PIG) created for the user based on data rules.

7. (Previously Presented) The system of claim 5, wherein said inferencing engine generates and outputs a personal interest graph (PIG) created for the user based on data rules, said system further comprising:

a display for displaying information selected from said content store based at least in part on the PIG.

8. (Original) A system for providing personalized content to a user, comprising:

a data warehouse that stores user data corresponding to a user;

an ontology;

an inferencing engine that generates consequences based on information in said data warehouse, wherein said user data is tagged in accordance with said ontology, and wherein the inferencing engine generates and outputs a list of weighted nodes.

9. (Previously Presented) The system of claim 5, further comprising a display for providing a personalized view of said content for said user.

10. (Previously Presented) The system of claim 5, further comprising a display for providing a personalized view of said content regarding said user for a third party.

11. (Original) The system of claim 1, wherein said user data includes click stream data.

12. (Original) The system of claim 1, wherein said user data includes source data.

13. (Original) The system of claim 1, wherein said user data includes explicit data.

14. (Original) The system of claim 1, wherein said user data includes implicit data.

15. (Original) The system of claim 1, further comprising a third party user obtaining a personalized view of said user, wherein the third party user is displayed information relating at least in part to said user's personalized view.

16. (Original) The system of claim 15, wherein the third party provides information to said user related to said displayed information.

17. (Original) The system of claim 15, wherein the third party provides information regarding said user to another, other than said user.

18. (Cancelled)

19. (Previously Presented) An electronic process for drawing conclusions for personalized content relating to a user, comprising the steps of:

receiving user data corresponding to a user;  
tagging said user data in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and  
drawing conclusions over at least said tagged user data.

20. (Previously Presented) The electronic process of claim 19, wherein said drawing conclusions step is performed by at least one inferencing engine.

21. (Previously Presented) The electronic process of claim 19, wherein said receiving user data step includes receiving healthcare data related to said user.

22. (Previously Presented) The electronic process of claim 19, wherein said receiving user data step includes receiving human resource data related to said user.

23. (Previously Presented) The electronic process of claim 19, wherein said receiving user data step includes receiving financial data related to said user.

24. (Previously Presented) The electronic process of claim 19, further comprising the step of:

generating a personal interest graph (PIG) regarding a user based on data rules.

25. (Previously Presented) The electronic process of claim 19, further comprising the steps of:

generating and outputting a list of weighted nodes.

26. (Previously Presented) The electronic process of claim 19, further comprising the step of:

displaying said conclusions to said user.

27. (Previously Presented) The electronic process of claim 19, further comprising the step of:

displaying said conclusions to a third party.

28. (Previously Presented) The electronic process of claim 19, further comprising the steps of:

receiving content;

tagging said content in accordance with the collection of nodes of said ontology.

29. (Previously Presented) The electronic process of claim 19, further comprising the step of:

enhancing said user data with at least one of click stream data, source data, explicit data, and implicit data.

30. (Previously Presented) The electronic process of claim 19, further comprising the steps of:

separately storing said tagged user data in a data mart, and

analyzing said separately stored tagged user data.

31. (Previously Presented) A computer system for drawing conclusions for personalized content relating to a user, comprising:

- means for receiving user data corresponding to a user;
- means for tagging said user data in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and
- means for drawing conclusions over at least said tagged user data.

32. (Previously Presented) The computer system of claim 31, wherein said means for drawing conclusions further comprises:

- means for drawing inferences.

33. (Previously Presented) The computer system of claim 31, further comprising:

- means for generating a personal interest graph (PIG) regarding a user based on data rules.

34. (Previously Presented) The computer system of claim 31, further comprising:

- means for generating and outputting a list of weighted nodes.

35. (Previously Presented) The computer system of claim 31, further comprising:

- means for displaying said conclusions to said user.

36. (Previously Presented) The computer system of claim 31, further comprising:

- means for displaying said conclusions to a third party.

37. (Previously Presented) The computer system of claim 31, further comprising:

- means for receiving content;
- means for tagging said content in accordance with the collection of nodes of said ontology.

38. (Previously Presented) The computer system of claim 31, further comprising:  
means for enhancing said user data with at least one of click stream data, source data, explicit data, and implicit data.

39. (Previously Presented) The computer system of claim 31, further comprising:  
means for separately storing said tagged user data in a data mart, and  
means for analyzing said separately stored tagged user data.

40. (Previously Presented) A computer-readable medium for storing a program, said program for drawing conclusions for personalized content relating to a user, said program having the steps of:

- receiving user data corresponding to a user;
- tagging said user data in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and
- drawing conclusions over at least said tagged user data.

41. (Previously Presented) A computer-readable medium for storing a data structure, said data structure comprising:

- a first portion storing user data tagged in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes;
- a second portion storing a weighting value associated with said user data.

42. (Original) The computer-readable medium according to claim 41, said second portion being part of a list of weighted nodes.

43. (Original) The computer-readable medium according to claim 41, said data structure forming a personalized interest graph.

44. (Original) The system according to claim 1, wherein said user is de-identified in said data warehouse.

45. (Previously Presented) The electronic process according to claim 19, said receiving step further comprising the steps of:

receiving user data relating to a de-identified user; and,  
authenticating said de-identified user.

46. (Previously Presented) The computer system according to claim 31, further comprising:

means for receiving user data relating to a de-identified user; and,  
means for authenticating said de-identified user.

47. (Previously Presented) A system for providing tagged content comprising:

a content store that stores content information;  
an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes;  
a first inferencing engine that generates consequences based on information in said content store, wherein said content information is tagged in accordance with the collection of nodes of said ontology.

48. (Original) The system of claim 47, wherein said consequences are a weighted list.

49. (Original) The system of claim 47, wherein said consequences are a content information graph.

50. (Original) The system according to claim 47, further comprising:

a data warehouse that stores tagged user data; and  
a second inferencing engine that generates consequences based on said tagged user data.

51. (Original) The system according to claim 50, further comprising:

a comparator that compares the consequences of from said first inferencing engine with the consequences from said second inferencing engine.

52. (Previously Presented) An electronic process for drawing conclusions for content comprising the steps of:

receiving content information;

tagging said content information in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and

drawing first conclusions over at least said tagged content information.

53. (Previously Presented) The electronic process according to claim 52, further comprising the steps of:

storing tagged user data in a data warehouse; and

drawing second conclusions over at least said tagged user data.

54. (Previously Presented) The electronic process according to claim 53, further comprising the step of:

comparing the consequences of said drawing first conclusions step with the consequences of said second conclusions step.

55. (Previously Presented) The electronic process according to claim 52, wherein said first conclusions are a weighted list.

56. (Previously Presented) The electronic process according to claim 52, wherein said first conclusions are a content information graph.



57. (Previously Presented) A computer system for drawing conclusions for content comprising:

- means for receiving content information;
- means for tagging said content information in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and
- means for drawing first conclusions over at least said tagged content information.

58. (Previously Presented) The computer system according to claim 57, further comprising:

- means for storing tagged user data in a data warehouse; and
- means for drawing second conclusions over at least said tagged user data.

59. (Previously Presented) The computer system according to claim 58, further comprising:

- means for comparing the consequences of said means for drawing said first conclusions with the consequences of said means for drawing said second conclusions.

60. (Previously Presented) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an article.

61. (Previously Presented) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an advertisement.

62. (New) A system for providing personalized content to a user, the system comprising:

- a data warehouse storing user data related to a user, wherein the user data comprises at least one of user-provided data, third-party-provided data, and click-stream data;
- an ontology including a hierarchical collection of linked nodes, wherein each node in the hierarchical collection of linked nodes represents a concept and the concepts of any two linked nodes being related to each other;
- an inferencing engine including a set of rules for making conclusions about the user based on the user data;
- a personalization interest graph for the user including the hierarchical collection of linked nodes from the ontology, wherein the nodes include weight values based on the user data and based on conclusions about the user made by the inferencing engine;
- a content store storing content tagged using the hierarchical collection of linked nodes from the ontology; and
- a processor configured to select tagged content from the content store based on the personalization interest graph for the user.